TABLE 1

BRANDS IN TEST MARKET OR LIMITED DISTRIBUTION IN 1991

| Brand Name | Cigarette Type | Filter[1] Type | Approximate Cigarette Length, mm | Approximate Filter Length, mm | Approximate Overwrap Length, mm | Date Product Introduced | Market |
|---|---|---|---|---|---|---|---|
| Alpine (HP) | Filter Menthol | CA | 83 | 21 | 25 | 11/90 | Northeastern U.S. |
| Alpine Lights (HP) | Filter Menthol | CA | 83 | 27 | 31 | 11/90 | (Region 1) |
| B & H De-Nic (HP) | Filter | CA | 83 | 27 | 32 | 9/90 | |
| B & H De-Nic (HP) | Filter Menthol | CA | 83 | 27 | 32 | 9/90 | Phoenix, Arizona |
| B & H De-Nic (HP) | Filter | CA | 100 | 32 | 36 | 9/90 | |
| B & H De-Nic (HP) | Filter Menthol | CA | 100 | 32 | 36 | 9/90 | |
| Cartier (HP)[2] | Filter | CA | 94 | 25 | 32 | 10/89 | Los Angeles, CA |
| Cartier (HP)[2] | Filter Menthol | CA | 94 | 25 | 32 | 10/89 | San Francisco, CA |
| Hi-Lite (HP) | Filter | CA | 100 | 27 | 31 | 10/76 | Hawaii |
| Marlboro Red (SP) | Filter | CA | 100 | 28 | 32 | 2/70 | Tulsa, OK |
| Marlboro Red (HP) | Filter | CA | 100 | 28 | 32 | 2/70 | Oklahoma City, OK |
| Marlboro (HP) | Filter | CA | 83 | 21 | 25 | 2/91 | Fargo, SD; Duluth, MN |
| Marlboro (HP) | Filter Menthol | CA | 83 | 21 | 25 | 10/90 | Northeastern U.S. (Region 1) |
| Marlboro Ultra Lights (HP) | Filter Red chevron pack (cork+pp) | CA | 85 | 27 | 32 | 5/89 | Portland, OR |
| Marlboro Ultra Lights (HP) | Filter Red chevron pack (white) | CA | 100 | 31 | 36 | 5/89 | Nashville, TN |
| Marlboro Ultra Lights (HP) | Filter Blue chevron with (white) | CA | 85 | 27 | 32 | 5/89 | Indianapolis, IN |
| Marlboro Ultra Lights (HP) | Filter | CA | 100 | 31 | 36 | 5/89 | |
| P.M. International (HP) | Filter | CA | 100 | 28 | 32 | 4/74 | San Francisco, CA |
| P.M. International (HP) | Filter Menthol | CA | 100 | 28 | 32 | 4/74 | Oakland, CA<br>Los Angeles, CA |

[1]All filtered products listed incorporate a ventilation system except Alpine (HP), Marlboro (HP) and Marlboro Menthol (HP).
[2]Available in packs of 10's and 20's.

CA = Cellulose Acetate
HP = Hard Pack

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Source: https://www.industrydocuments.ucsf.edu/docs/fpkk0001